

The 9 Steps to Developing a Great Unique Positioning Statement

Without a doubt, the most challenging part of becoming a Destination is when owners are asked to develop their Unique Positioning Statement.

It seems like it should be an easy task: Write out a 2-4 paragraph statement about your business that explains how your business is different from every other business in your industry, and make sure that the first sentence is so interesting, that the listener is intrigued by it.

But it's not easy!

To help you in your efforts, here are more specific details and some simple tips on how to develop your Unique Positioning Statement, and make this process a little easier.

Ideally a Unique Positioning Statement has these qualities:

1. It contains a compelling, emotional first sentence that when someone hears it, they understand how your business is different from every other business in your industry.
2. That first sentence should cause the person who hears it or reads it to think: "Tell me more" or "I want to see that place", without any further details.
3. The first sentence should have a location indicator, meaning it should explain the limit of your uniqueness in terms of geography. I recommend taking the greatest possible distance from your business that is true and accurate, rather than claiming your business is the only one in your city or town.
4. The first sentence should NOT be a tagline, which is "a descriptive slogan that briefly, memorably and descriptively sums up a company or product". The first sentence of a Unique Positioning Statement should be impressive, without sounding witty and amusing.

5. The first sentence should NOT sound like a marketing phrase that might appear on an advertisement. In fact, the first sentence should sound like a statement of fact.
6. The first sentence should be spoken as if someone just walked up to you and asked: “What business do you own?” And your answer would begin with your business name: “The Coal Creek Coffee Company in Laramie Wyoming is an independent coffee shop and the home of Edgy Coffee.”
7. The conclusion of paragraph 1, followed by paragraphs 2 through 4, are additional descriptive paragraphs going into greater detail on how your business is unique and how it delivers a unique experience to your customers. I have found that paragraphs 2-4 will solidify whether a consumer comes to your business, but without a powerful first sentence, many consumers will never get to those later paragraphs.
8. Every paragraph after the first sentence should have your business differences in descending uniqueness, meaning that after sentence 1, you must then state the next most impressive difference about your business, until 2 to 4 paragraphs complete the full description of your business.
9. Each sentence in your Unique Positioning Statement should avoid using generalities to describe your business differences. Use concrete and measurable terms, rather than generalities. Generalities like “great service, super selection, affordable products, convenient access, friendly staff” will elicit a feeling in consumers that they’ve “Heard this before”. Be specific and detail how your business is best in those categories.